The Role of New Media in Political Participation: A Survey of Politicians of Karnataka

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Abstract

Political leaders, government leaders and political parties are getting closer to the masses with new media and social media platforms turning into mass media. However, the usage of digital platforms by politicians is not uniform. The study is an exploration of the usage of new media by politicians of Karnataka. The intention is to study how politicians of Karnataka are getting conversant in the usage of new media for their personal communication, daily work and for public good. In other words, the research focuses on new media consumption and usage by politicians, who are the respondents in the study. Karnataka is one among very few states in India which is leading in e-governance. The state is progressive in using technology and developing software for use of public utility. In terms of the impact of new media on the respondents, it was found that there was considerable impact in terms of usage of devices that helps in accessing new media and also awareness regarding popular social media networking sites. However, the usage as well as awareness is not very extensive and also the purpose for which they were used is limited. And the usage was found to be independent of their age, education and nature of membership of the democratic institutions.

Keywords: Politicians, Participation, New Media, Public Sphere,

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INTRODUCTION

New media and social media are being increasingly used in political campaigns with youngsters constituting a majority of the voting population in India. Politicians are trying to get a footing in the cyber world to reach and engage with the voters. Slowly but steadily, traditional media is facing stiff competition from new media. Political activism is slowly shifting from conventional media to social media. Political leaders, government leaders and political parties are getting closer to the masses with new media and social media platforms turning into mass media. However, the usage of

digital platforms by politicians is not uniform. Those who are active in politics are also found to be active online. Political engagement with technology interface is going to increase. The impact of usage of digital forums has set the trend for personalisation of politics. Comparisons between politicians who use social media and those who do not have online presence inevitable in this e-world.

Political communication, which is a sub-field of communication, has dramatically changed in the last decade. New media platforms and social media tools have made democracy more vibrant, at least in the cyber world. This does not imply that the quality of governance has improved and society is happier because the quality of life has improved. But with the media becoming more and more interactive, public communication has increased which in turn has an impact on policy makers. Many traditional media as well as new media have changed politics, which is inclusive of governance and players involved in it. Maybe this is seen in patches.

During the Arab Spring, Facebook played a significant role in generating the 2011 Egyptian revolution. The protestors could get connected on Facebook. Facebook played the role of a catalyst in the American political process in January 2008. It became a forum for political debates. The group users engaged in debates and expressed their mind through voting. The Facebook application 'US politics on Facebook' was installed on the users' account to express comments.

There are many more such examples to show how Facebook groups worked as pressure groups to effect revolution, governance and policies. Social media usage has become a part of regular administration for certain politicians including US President Barrack Obama and Indian Prime Minister Narendra Modi.

The study is an exploration of the usage of new media by politicians of Karnataka. The intention is to study how politicians of Karnataka are getting conversant in the usage of new media for their personal communication, daily work and for public good. New media is gaining significance in terms of usage. Technological innovations are also making communication become easier, sophisticated, personalized as well as function as mass media. Politicians, being in public life, have to communicate extensively. In the 21st century it is difficult to find a politician who has no presence in digital world and who does not use a smart device. Using digital device for oral, written and visual communication is increasing among politicians. The consumption and usage is not uniform.

In other words, the research focuses on new media consumption and usage by politicians, who are the respondents in the study. It examines whether politicians use new media randomly or adopt any strategic method or whether it is a combination of both and for the purposes which new media is being used. Evaluation research has been done to assess the effectiveness of new media practices by the politicians.

New Media and Politicians in Karnataka

The primary objective of the present study requires studying, understanding, enquiring, observing and analyzing new media, its usage by elected representatives and seasoned politicians of the state of Karnataka. Karnataka government, Karnataka legislature secretariat, Indian government and Parliament secretariat have been slowly but steadily adopting e-governance for improving administration; take governance closer to people and more so to bring in transparency by cutting down scope for delay, red tape and corruption, in governance. Karnataka is one among very few states in India which is leading in e-governance. The state is progressive in using technology and developing software for use of public utility. The state legislature secretariat generates a lot of data and information, mainly because of Question Hour in the legislature. A lot of documents and reports are placed on the floor of the Houses. The secretariat as on November 2015 is in the process of putting up a system to digitize all the written papers and documents it generates during the legislature session. While making use of provision for computer-based documentation and sharing of the same, the secretariat has also made efforts to equip legislators to adopt to e-governance and for use of public work. It has a website which offers basic information regarding the Upper and Lower Houses. It uploads information bulletins during the legislature sessions. The secretariat is planning to invite questions from the legislators online and also upload the answers by ministers/ government on its website. Any individual would be able to access the information on the website.

There are certain facilities given to the legislators and one such is reimbursement of phone bills by the secretariat. However the government foots the bill when it comes to the ministers and of those who hold positions in the government. BBMP is not reimbursing phone bills of the Corporators except that of the mayor. The civic body has 12 standing committees and each is headed by a chairperson who is a Corporator. The chairperson has an office in the head office of BBMP. The office is provided with land phone facility.

The Karnataka state legislature secretariat and the government has gifted computers, laptops and iPads to its members over the years. The secretariat had distributed free laptops to nearly 300 legislators during the *Suvarna Karnataka* celebrations, in 2007. The gesture was to mark the celebration of the golden jubilee celebrations of the State's reorganization. As per the information provided by the legislature secretariat, Acer India Limited's laptops were given to the members. The cost was Rs 55,000 for each device. The specification of the laptop – Intel cord due process, 2300, I GB memory, 60 GB hard disk, DVD combo drive, 15.4 inch colour monitor. In all, a sum of Rs 1, 65, 00,000.42 was spent for the purchase of the laptops to 300 legislators. Some of the politicians, who were members of the legislature in 2006-07 (the 12th legislative assembly), were members of the 13th legislative assembly too. Hence, they have said they have a government given laptop. As many as 33 legislators who had received the laptop from the secretariat are part of the respondents for the study. In case of the MPs, some of them have purchased laptops from the money sanctioned by the Lok Sabha secretariat. Every legislator was given a free iPad by the secretariat in December 2011. Of them, 67 legislators are part of the respondents for the study. Some of the legislators were not happy even with this hi-tech device because they wanted a higher version. Some even had preferred iPhone over iPad. Of course, the secretariat did not respond to the demand.

The Karnataka State Legislature Secretariat from 2013 onwards (for the 14 legislative assembly) has made provision for sanctioning a sum of Rs 60,000 per legislator towards purchase of a desktop computer. The secretariat reimburses the cost on production of the receipts. Once the legislators demit office, they have to return it to the secretariat. The rule is there only to be broken. The usual practice, according to officials, is that politicians keep the computer system by paying some nominal amount to the secretariat. There is no training session held for legislators to learn the usage of computer. As many as 16 respondents who had received computer or desktop form the part of the respondents.

During the 13th Legislative Assembly (2008-2013) neither desktop computers were given to the members nor was there a provision for sanctioning money to it. Bengaluru Corporators are not given computers (it was till November, 2015). However, for the Members of Parliament, the Lok Sabha secretariat had sanctioned money. It had allowed them to purchase any device – desktop computer, laptop, or mobile phone – for their use. And, every MP was found having a desktop for official

work. As many as 13 MPs have received computer from the secretariat or the Central government as the case may be, are part of the respondents for the study.

There is an exclusive department in Karnataka for providing technical advice, investment and logical support for government leaders to adopt e-governance solutions and applications. The Centre for e-Governance (CeG) leads the e-transformation initiative of Karnataka government. It is a society functioning under the Department of Personnel and Administrative Reforms. It is basically guiding governance reforms. This nodal agency was established in 2006 to steer the e-governance policies and strategies in the state. The state has state-of-the-art two Data Centres, Multiprotocol Label Switching (*MPLS*) technology-based Karnataka State Wide Area Network, the Secretariat Local Area Network and core applications such as e-procurement and Human Resource Management System (HRMS) which are used by many government departments, according to the official website.

The Directorate of Electronic Delivery of Citizen Services (ECDS) looks after the Nemmadi, BangaloreOne and KarnatakaOne citizen service centres where ICT are used for citizen-centric services offered by both government and private. It launched MobileOne App, in December 2014, which has integrated various services into it. The App is a multi-channel mobile services platform. It is a unified mobile platform for delivery of G2C and G2B services of the government along with citizen-centric private service which are available 24/7 from anywhere. Some of these initiatives of CeG have brought laurels including National Webratna 09 Award for Excellence, department of Information Technology, Government of India for BangaloreOne and HRMS and CSI-Nihilent e-Governance Award, Computer Society of India of e-Procurement.

Various government departments are using the e-route to monitor files movement and give updates on applications it receives from public seeking various services. For example, the Department of Food and Civil Supplies receives application for Public Distribution System (PDS) under which subsidised and free ration are issued. Another initiative is the Sakal online service which covers nearly 450 services of 11 select departments. Users can check the status of the services which they are seeking. The department of agriculture's '*Krishi Maaratha Vahini*' website offers information on agriculture in both English and Kannada. Commodity prices are updated on a daily basis. The registered users get updates as text messages on mobile phone.

The state government's official website '*sachivalayavahini'* has four categories under which government orders are uploaded and file movement of various departments are provided with date. The information is available both in English and Kannada.

The revenue department, under '*Bhoomi*' initiative has digitized land records though it is not foolproof. The software developed and used from 2001, has won a UN public service award. Another unique software of the department, '*Kaveri',* facilitates e-registration of immovable properties. Websites of some departments have public utility while some are there for namesake.

The Central government too has taken several major steps to adopt e-governance in public administration. Some services are rural specific with municipal governance adopting e-initiatives, while some are urban centric. E-Kissan Foundation, a non-government organization, has distributed free tablets to farmers in Bagalkot and Vijayapura districts. It offers information on fertilizers, pesticides, seeds, crop patterns and many information including weather updates on real-time basis. In addition, the platform is integrated with other e-governance platforms.

Bruhat Bengaluru Mahanagara Palike (BBMP), which takes care of Bengaluru city administration, has built an informative website which offers useful information to the public. The civic body in the recent years has given option for immovable property owners to pay tax online. Issuing and renewal of trade licences has gone online. In March 2012, it launched the Property Identification Number (PID) system under which each immovable property has been identified and given number. The number has to be quoted while paying the property tax. Applications for getting Khata services, tenders details, birth and death certificates, a handbook on Right to Information Act (RTI), RTE applications, alerts on vacancies, health alerts like Dengue and Chikungunya, phone numbers and address of offices where tax payment are accepted and details of welfare programmes are available. By and large, the government websites are not interactive.

These initiatives show that successive governments have been spending money on equipping government offices, functionaries and legislators, members of Parliament and Corporators of BBMP to adopt and use electronic devices and the Internet. Efforts by the government and private sector establish that the scope of e-governance is going to expand. At the same time there are efforts by the government, legislators and MPs to equip themselves with the changing trend in communication and governance. New media is just about three to four decades old. There are not many

study and investigations done to explore the use of the same by politicians in Karnataka. This is obvious from the review of literature, prescribed syllabus and textbooks. With this background the state of the problem is titled as 'The Impact of New Media on Politicians – A Critical Study of Karnataka State.'

REVIEW OF LITERATURE

Usage of new media by politicians during elections has yielded sufficient study material for academicians, researchers and research institutions. A lot of research has been done to study the usage of new media in the US presidential elections. However, not much research has been done when it comes to the usage of new media by Indian politicians and this became obvious when the review of relevant literature was taken for the present study. The study done in the last little-more-than-a-decade has been reviewed here, according to which both developed and developing countries are eager to employ new media for political communication and engagement. The usage of information and communication tools is different in developed countries. A study (Ron Davies, 2014) on the effectiveness of social media in election campaigning highlights how since the 1980s, democracy across the European Union (EU) was characterised by the increasing disengagement of citizens, particular younger ones. The study says that the usage of social media form of communication among politicians and citizens may provide a way of increasing citizen involvement in political life, especially during election campaigns.

The author sums up saying that the influence of social media use in elections may be different in countries with populations of different size and with different political and electoral systems. Nevertheless, even motivating a small percentage of the population can (at least in some electoral systems) make a considerable difference to the result of a party or an individual candidate. Certainly an upward trend in citizen participation in European elections due to any media, social or not, would be taken by many as a good sign.

New media technologies have their own impact on political communication and this has been delineated in the study (Saqib Riaz, 2014). The author elaborates on how the extensive usage of the Internet and mobile phone has its own impact on election campaign in developed and developing countries. New media technologies can "flourish" only in societies where democracy is promoted and participatory. However, in undemocratic countries, media is "controlled'' and used for propaganda against the

enemies and for publicity of those in power and their policies. "In such countries, digital media cannot play its role in spreading democratic values in society," the study says.

The author points out that in many developing countries political freedom does not exist. That the Internet connection is limited in developing countries and hence in such situations digital media cannot play an effective role is the argument of the author. However, the author does not stop at this. He says new media technology has "greatly influenced" political communication in the whole world. However, its efforts are more evident in the developed parts of the world where this technology is easily available. Technology has influenced the process of political communication in developing countries and such countries are focusing more on spreading modern technologies like the Internet and mobile phones. The usage has also found to have impact on political attitudes and behaviour in the countries where it is used frequently. The developing countries can adopt similar methods to bring a positive change in the political attitude and behaviours of their public.

While discussing about the increase in the networked population from the early 1990s and for mass movement, the study on the impact of social media on politics (Surjit Kaur and Manpreet Kautm, 2013), discusses how social media was used in India for movement against corruption and to raise voice against the Delhi rape incident and the Telangana movement among others. The advent of social media has enabled an "unprecedented" empowerment and engagement of the common man for expressing political opinions. One positive development the authors see is the youth talking about political issues mainly because of the emergence of social media. Earlier, political discussions were confined only to those who used to read newspaper and watch television news channels or participate in discussions. However, social media networking has made the youth of India "sit up and discuss political issues."

The usage of online media for political communication in advanced countries may not be a tough challenge but the situation will be different in underdeveloped countries. The research on the impact of social media on political mobilization in East and West Africa (Yusuf Kalyango Jr and Benjamin Adu-Kumi, 2012) examines whether the online and wireless digital media have aided political mobilization in Africa more than the traditional media in the past five years. The digital media, such as cellular phone, have penetrated areas in many African countries that are inaccessible to traditional media.

Explaining how the new technology has helped the common man to get better-connected with even politicians and people of all classes in the digital space, the researchers say people use it to connect with distant others including leaders and policy makers who are otherwise not easily reachable by any other means. The respondents had overwhelmingly said that social media platforms provide an enabling environment for low cadres to network with middle class and very wealthy netizens through mutual social networks to collectively discuss familiar communal obstacles, shared opportunities, mutual social events, and shared ideological politics, the study contends.

There has been sufficient interest shown by academicians and researchers to assess the impact of new media on the US presidential elections. In one such study (Aronson Elise D, 2012), the research addresses the impact new media tools have on different segments of the electoral process in the US. Aronson Elise says that this trend was demonstrated throughout the 2008 presidential campaign of Barack Obama. He used new media in ways not used before and to an extent not previously done to win the highest office by effectively integrating new media usage into his campaign strategy. "As far as election results go, while new media may not be the one resource that will mean if a candidate wins or loses, it is very likely that it could make a difference at the margins. This is especially the case in an extremely close election," his study finds.

To understand the credibility point of view of online media, the study conducted on exploring online news credibility (Chung Joo Chung, Yoonjae Nam and Michael A Stefanone, 2012), helps. While investigating a range of traditional and technological factors that contribute to the credibility perceptions for three categories of online news, the authors say that mere online presence does not add much credibility if online sites do not employ hyperlinks to extend access to related topics. The researchers endorse that credibility is a "very complex issue'', and that multimediality and interactivity do not influence credibility perceptions.

Coming to political news and media, there is a general notion that media gives too much coverage to politics. This may not be demand-driven. This arugment gets support from a study of Pew Research Centre conducted in 2012. The study had concluded that all content receivers are not equally interested in politics, and also,

usually all prominent political parties in the US were by and large making similar efforts to use social media platforms.

Like the Pew research, there is one more in-depth study on social media usage and democratic participation. A report by University of Technology, Sydney, accessed by Australian Electoral Commission (AEC) elaborately explains different dimensions and partners in e-democratic initiatives and learnings at different levels. The study report (Jim Macnamara, Phyllis Sakinofsky and Jenni Beattie, 2012) aims at examining approaches to social media by government agencies and the election management bodies (EMBs) in order to inform the Australian Election Commission in social media.

The three authors, in their 95 pages report, say that a number of EMBs and other government departments and agencies, as well as political parties and politicians in Australia and internationally, have demonstrated that "social media afford new opportunities for engaging citizens in democratic processes."

A study on twin social media outlets Facebook and Twitter (Annie Hellweg, 2011) observed that these sites have impact on the constituents. Social media's role continues to evolve within the political realm, and there are definitive relationships to be explored between a politician's use of their sites and the opinion of public. Facebook and Twitter have enabled people to "access public figures at an unprecedented level; campaigns can no longer rely on traditional media to reach constituents without the risk of overlooking a new population of voters," the researcher explains.

Hellweg sums up by saying whatever may be the tools used by politicians to engage people in political process, still people want politicians to be what they should be. In the midst of Facebook and Twitter's revolutionary impact over political campaigns and elected officials, it should be noted that, like everything, there is a limit. Ultimately, constituents still want their politicians to be politicians; while snippets into their personal lives are beneficial, this cannot take precedent over career-driven content. When it does, politicians lose credibility and trust with their voters.

OBJECTIVES

The types of media consumption, prominence given by the politicians for the types of media, their reasoning for the usage, the opinion on media, the exposure of their nearest family members to new media and electronic devices, the purposes for which

new media is put to use, the reasons for using or for not using new media, the devices used by them for using the web based and the Internet based platforms and their opinion on e-governance are studied., The research is to study the media behaviour of the law makers.

- To study the access and usage of new media by politicians of Karnataka in public interest.

- To study the level of awareness of Karnataka politicians about new media.

- To analyse the usage of the new media platforms by politicians across Karnataka.

- To study the impact of new media tools on the performance of politicians.

- To analyze the involvement of elected representatives in making best use of electronic devices given by government for public cause.

- To examine the role of new media as an interface between politicians and people for consultation on public issues.

METHODOLOGY

The study focuses on the usage of new media by politicians of Karnataka for their personal and public utility. It focuses mainly on new media which is inclusive of social media platforms. There is no foolproof method to study new media though a lot of experiments have been done. The studying such subject is a challenge. The survey as well as qualitative analysis methods adopted for studying traditional method is adopted for the new media study too.

Sampling

The Karnataka State Legislature has a total of 225 members and the Legislative Council has 75 members. There are 28 Lok Sabha members from Karnataka. The Bruhat Bengaluru Mahanagara Palike has 198 elected Corporators. The sample size consists of politicians representing various elected bodies and a section of the seasoned politicians which included former elected representatives, former ministers and party presidents. In all, the total respondents were 125 from across Karnataka. The sampling technique adopted was stratified and simple random selection of the MLAs, MLCs and MPs. Conscious efforts were made to give representation to every district. For the benefit of the readers, the representation of politicians across geographical area is provided in the table below. The sample consists of 39 Members

of the Legislative Assembly, and representation has been given to all the 30 districts while selecting the respondents. Similarly, 10 Members of Lok Sabha represent an equal number of constituencies of different districts. As many as 26 Members of the Legislative Council and 25 Corporators were selected. In case of selection of the Corporators, the judgement sampling technique was adopted. This is so because the Corporators belong to the state capital, Bengaluru, which has the distinction of being billed as Silicon Valley of India. The city has also gained reputation as Technical Capital with a large number of IT/BT companies coming up and thus putting up Bengaluru on the world tech and business map. The Karnataka government's efforts to deliver services to people through e-mode are launched here. Hence, it was decided to see how far the Corporators, who represent the people of this city, are employing new media for their work. The idea was to check whether a cross-section of the Corporators is keeping in tune with developments taking place in social media, which has turned into mass media.

Sample Profile

MLAs	39
MLCs	26
MPs	10
Corporators	25
Seasoned Politicians	25
Total	**125**

Among the respondents for the present study, conscious efforts are made to include politicians of all political parties. While doing so, the numerical strength of the parties in the legislative assembly was kept in view.

The respondents and political parties

Political Parties	f	%
BJP	54	43.2
INC	44	35.2
JD-S	15	12
KJP	1	0.8
BSR Congress	1	0.8
BSP	1	0.8
CPI	1	0.8
CPI (M)	1	0.8
JD (U)	1	0.8
Any other – Karnataka Rajya Raitha Sangha	1	0.8
Independent	4	3.2
Do not belong any party	1	0.8
Total	**125**	**100**

N=125

Among the respondents, the Bharatiya Janata Party politicians topped the table in terms of numbers representing 43.2% of the total respondents, the members of Indian National Congress or Congress party– 35.2%, the Janata Dal (Secular) - 12% and Independents – 3.2% and the rest of the parties including regional and a handful of national parties – 0.8% each. The study period for the research was 2011 to 2014. However, the members of the 13th legislative assembly of Karnataka and 15th Lok Sabha were taken into consideration for the study. The 13th assembly lasted from 2008 and 2013, while the 15th Lok Sabha was from 2009-2014.

The structured questionnaire is the tool which was printed and circulated to capture information for both quantitative and qualitative. The informal interview schedules were drawn. The respondents were requested to fill in the questionnaire and give feedbacks. The study approach is popular and commonly employed in the field of social sciences including in mass communication and journalism.

The structured questionnaire had a total of 70 questions classified under four sections: Sociodemographic, Economic Profile and Political Party Affiliations , Media Habits, and New Media

The interviews and interactions helped in getting quantitative and qualitative inputs for analysing the subject on a broader canvas. The focus is also on the qualitative changes the tools are bringing about rather than gathering a huge database. For this purpose, an in-depth study of the web-based tools used by a section of the politicians and political parties is carried out. A majority of the respondents were available for informal interviews and discussions in Bengaluru while they were attending the legislature session and the Bruhat Bengaluru Mahanagara Palike council meetings that took place during the study period. This approach of data collection helps in meeting the respondents in a professional working atmosphere. It also helps in doing quality work in short span cost-effectively. Some of the respondents had to be met in their home towns as they were not members of any elected body. The pre-tested questionnaire schedules were given personally to the respondents to collect the primary data.

Hypothesis

H_1: The usage of types of *New Media* is dependent on the *Education Level* of the respondents.

H_2: The usage of types of *Social Media* is dependent on the *Education Level* of the respondents.

H_3: The usage of types of *New Media* is dependent on the *Age Group* of the respondents.

H_4: The usage of types of *Social Media* is dependent on the *Age Group* of the respondents

H_5: The usage of types of *New Media* is dependent on the nature of *membership* of the respondent *politicians on the democratic institutions.*

H_6: The usage of types of *Social Media* is dependent on the nature of *Membership* of respondent politicians on the democratic institutions. (i.e., between the Corporators and the MLCs, MLAs & MLCs, the MLAs & the MPs and so on).

H_7: There is no significance in the number of **SMSs** (text messages) sent across the nature of *membership* of respondent politicians on the democratic institutions.

H_8: There is no significance in *Average number of calls made per day* across the types of **membership** of the politicians on the democratic institutions.

H_9: There is a significant correlation (relationship) between the *Duration of using the Internet* and *Downloading information from the Internet* across the nature of membership of the politicians on democratic institutions.

DATA ANALYSIS AND DISCUSSION

The emergence of new media is changing the whole gamut of communication and it has become people's media. It has been used by various strata of society including the political class. Indian elections have been witnessing increased usage of new media. The present study focuses on the usage of new media by politicians of Karnataka for their personal and public work.

Sociodemographic and Economic Profile

- Among the respondents, a majority (91.2%) was male and the rest (8.8%) were female. It is clearly established that women have a long way to go in getting representation in politics. The tradition of male dominance in politics in all political parties is continuing. However, unlike the Karnataka Legislative Assembly and Indian Parliament, there is a legal provision for reserving seats for women in Bruhat Bengaluru Mahanagara Palike, the civic body. Such a provision is not there in the legislative bodies of Karnataka.

- A majority of the politicians (31.2%) in the State were middle aged (44 –55 years). It is generally believed that in India, it takes not less than 40 to 45 years to settle down in politics and even middle-aged persons are considered young in politics (Only 4.8% of the respondents fell in the age group of 25-35 years and 17.6% in the age group 36 –45).

- A majority of the respondents (56.8%) were graduates/degree-holders followed by post-graduates (20.8%) which cumulatively accounts for more than three-fourth of the total respondents for the study. Only a small proportion (13%) of the respondents had completed SSLC (10th standard) and hardly (2%) were school dropouts. It indicates that more academically oriented people are entering into politics.

- The respondent politicians belonging to the general category were more (60.8%). And the next highest (24.8%) constituted the Other Backward Classes (OBCs). Those who are socially and educationally stronger are more in politics.

- When it comes to occupation, a majority (40.8%) of the respondent politicians were in both politics and agriculture, while the second highest (34.4%) were both in politics and business. The data showed that the financially well off were playing a major role in politics. Businessmen and those in the agriculture business had a major say in politics. Only a meagre (8.8%) had only one profession – politics. A smaller percentage (5%) joined politics from professions like legal, academics, engineering and medical among others, it was found.

- A majority of the respondents (47.2%) had a monthly income of more than Rs 3,00,000, followed by those who had income in the range of Rs 76, 00,000 – Rs 1, 50,000 (24%) . No legislator or MP's monthly salary could be less than Rs 1.4 lakh a month in Karnataka. Legislators (MLA and MLC) are entitled to a fixed monthly salary of Rs 25,000. And, with various allowances, their total salary is not less than Rs 1, 40,000 a month. In addition, the sitting charges and travel allowance to attend official meetings, a foreign trip once in their five-year term or two tours within India are allowed. Members of Parliament (Lok Sabha and Rajya Sabha members) get a salary of Rs 50,000 a month and with various allowances it touches Rs 1,40,000. A Bengaluru Corporator gets around Rs 8,000 honorarium a month, while a Mayor gets about Rs 20,000. Medical bills are reimbursed by government for all types of members of democratic institutions.

New Media and Politicians
Computer
- Nearly 95% of the total respondent politicians were found to be using computer.

- Among the users of computer, 96% of them were graduates and 100% were post-graduates. About 89% were those who had completed SSLC and 100% of them were diploma-holders. Going by the nature of membership of the respondents and owning computer, among the MLAs, 95% were using computer; all the MLCs and the MPs (LS) were found to be using computer.

Among the Corporators, 92%, and among the Seasoned Politicians, 95% were using computer.

- On funding of computers, more than three-fourth (75.9%) had bought it personally, 13.3% had got it as a gift from the Karnataka government (can also be read as Karnataka State Legislature Secretariat), and for 10.8%, the Central government had funded their computer purchase.

Datacard

- As much as 76 % of the respondent politicians said they owned datacard and of these, 66% said their datacard was their personal possession and 8.8% said the Karnataka government had funded it.

- As much as 56 % said that they used datacard on a daily basis. The next highest percentage – 23% - said they were using it rarely (once a week), followed by those who were using it occasionally – 11%, and 3% said they used it frequently.

Laptop

- It emerged from the frequency distribution that 84% of the respondents had laptop. Among those who had laptop, about 31% of the respondents had received it free from the Karnataka government, while 62% of them had purchased it on their own and 7% of the politicians had got the laptop from the Central government.

- Of all the respondents who had laptop, among the MLAs, 87% were using laptop. Among the MLCs, 92% were using laptop; among the Corporators, it was 80 %; among the Seasoned Politicians, 70%; and among the MPs (LS), 78% said they were using laptop. Observing the usage from the education qualification point of view, among the graduates, 82% were using laptop, the post-graduates- 96%, and among those who had completed SSLC, 68% were using laptop.

- When it comes to frequency of using laptop, it was found that 27.6% of them were not using laptop despite having it and nearly one-fourth (26.7%) of the respondents were using it rarely. This was followed by those using it daily– 21.9%; occasionally 17.1%; and frequently 6.7%. Even among those who had laptop, those utilising it were fewer.

H_0 = There is no association between Educational qualification and usage of Laptop.

H_1 = There is an association between Educational qualification and usage of Laptop.

(i.e., to test the hypothesis that higher the educational qualification, greater (in terms of frequency) the usage of laptop)

Table 91: Association between levels of education and usage of laptop

	Usage* of Laptop		Total
Qualification	No	Yes	

School Dropout	2 (66.7)	1 (33.3)	3 (100.0)
SSLC	3 (27.3)	8 (72.7)	11 (100.0)
PUC	1 (50.0)	1 (50.0)	2 (100.0)
Diploma	3 (50.0)	3 (50.0)	6 (100.0)
Graduate	12 (20.7)	46 (79.3)	58 (100.0)
Post-Graduate	8 (32.0)	17 (68.0)	25 (100.0)
Total	29	76	105

* Frequency of using laptop. [Percentages are represented in parenthesis]

[Note: Here "No" means those who are having laptop but not at all using. On the other, if the respondent using laptop regularly and rarely (frequency of the usage), it is considered that he/she is using laptop and taken under "Yes"].

Chi-Square Test result (Table 91)
Pearson Chi-Square Value = 5.926
Asymptotic significance (p-value) = 0.3134
Fisher's Exact test (p-value) = 0.2133

From the Chi-square test result, it is observed that p-value is 0.3134 (chi-square = 5.926) which is greater than the significant alpha level of 0.05 (at 95% confidence level). Hence, the null hypothesis (H_0) is accepted and rejected the alternative hypothesis ((H_1). In essence, there is no statistical evidence to conclude that the higher qualified respondents are using laptop (irrespective of frequency of usage) as compared to the lesser qualified respondents. As evident, 72.7% of those respondents who had studied only up to SSLC are using laptop. Yet, it could be drawn that the percentage of usage of laptop is higher with higher qualification of respondents. Thus, it can be said that laptop as a device help using new media by the respondents irrespective of their level of qualification.

iPad

• As much as 75% (94 of the 125 respondents) of the respondent politicians owned iPad. Among the 94 politicians, 67 politicians had received the high-end device free from the Karnataka government (State Legislature). Of the 67 politicians, 36 were MLAs, 26 were MLCs, three were Seasoned Politicians and two were Seasoned Politicians who happened to be MLAs. Among the ten MPs (LS), four had received iPad from the Central government funding.

• Those politicians who had received iPad from Karnataka government, about 62% (58 of the 94 respondents) were not carrying it while attending to public duties. Among those MPs (LS) who had purchased iPad with the Central government fund, all said they were carrying it for public duties.

- Only 10 of the 25 Corporators were having iPad which was their personal possession. Of them, 70% (7 of the 10) were carrying iPad for public duties. The government/the civic body had not gifted iPad to the Corporators.

- The Corporators were not gifted with iPads from government unlike the legislators and some of the MPs. The Corporators who had purchased iPad on their own, were also found using it for public duties. Their percentage was more as to the members of the other democratic institutions.

- With regard to personally operating iPad, among the MLAs, 78% were operating it themselves while attending to public duties. Among the MLCs, 80% of them were operating iPad; among the Corporators, it was 86%; and among the MPs (LS) - 80%; and no Seasoned Politician said he/she was operating iPad personally while attending to public duties.

H_0 = There is no association between educational qualification and usage of iPad.

H_1 = There is an association between Educational qualification and usage of iPad.
  (i.e., to test the hypothesis that Higher the educational qualification, greater (in terms of frequency) the usage of iPad)

Table 92: Association between levels of education and usage of iPad

	Usage* of iPad		Total
Qualification	No	Yes	
School Dropout	2 (50.0)	2 (50.0)	4 (100.0)
SSLC	5 (41.7)	7 (58.3)	12 (100.0)
PUC	1 (50.0)	1 (50.0)	2 (100.0)
Diploma	3 (50.0)	3 (50.0)	6 (100.0)
Graduate	9 (18.8)	39 (81.2)	48 (100.0)
Post Graduate	7 (31.8)	15 (68.2)	22 (100.0)
Total	27	67	94

* Frequency of using iPad. [Percentages are represented in parenthesis]

[Note: Here "No" means those who are having iPad but not at all using. On the other, if the respondent using iPad regularly and rarely (frequency of usage), it is considered that he/she is using laptop and taken under "Yes"].

Chi-Square Test result (table 92)
Pearson Chi-Square Value = 6.070
Asymptotic significance (p-value) = 0.2994
Fisher's Exact test (p-value) = 0.1783

From the chi-square test result, it is observed that p-value is 0.2994 (chi-square = 6.070) which is greater than the significant alpha level of 0.05 (at 95% confidence level). Hence, we accept the null hypothesis (H_0) and reject the alternative hypothesis (H_1). In essence, there is no statistical evidence to conclude that the higher qualified respondents are using iPad (irrespective of frequency of the usage) as compared to the

lesser qualified respondents. As evident, 58.3% of those respondents who have studied only up to SSLC are using iPad. Yet, it could be drawn that the percentage of usage of iPad is higher with higher qualification of the respondents. Thus, it can be said that iPad as a device to access new media is used by the respondents irrespective of their level of qualification.

Mobile Phone

- Of the 125 respondents, all of them except one possessed mobile phone, a commonly used gadget.

- Among the total respondents, nearly 10% said they were using mobile phone to supplement their presentation/participation during official meetings. Among the graduates, only 10% of them and among the post-graduates, only 11.5% of them were using mobile phones to supplement their presentation/participation during the meetings.

iPhone

- Of the 125 respondents, only 35 (28%) of them were having iPhone. They had purchased the gadget on their own.

- As much as 90% of the respondents having it were found using it every day.

- iPhone is a fairly new hi-end device; the usage across the respondents irrespective of the nature of membership was uniformly distributed.

- Among the graduates, 23% were using iPhone; among the post-graduates, 42%; among those who had completed SSLC, 11%; and among those who had completed diploma, 50% were found using iPhone.

H_0 = There is no association between Educational qualification and usage of iPhone.

H_1 = There is an association between Educational qualification and usage of iPhone.
(i.e., to test the hypothesis that Higher the educational qualification, greater (in terms of frequency) the usage of iPhone)

Table 93: Association between levels of education and usage of iPhone

	Usage* of iPhone		Total
Qualification	No	Yes	
School Dropout	1 (33.3)	2 (66.7)	3 (100.0)
SSLC	1 (33.3)	2 (66.7)	3 (100.0)
PUC	0 (0.0)	1 (100.0)	1 (100.0)
Diploma	0 (0.0)	3 (100.0)	3 (100.0)
Graduate	0 (0.0)	15 (100.0)	15 (100.0)
Post- Graduate	0 (0.0)	10 (100.0)	10 (100.0)

Total	2	33	35

* Frequency of using iPhone. [Percentages are represented in parenthesis]

Chi-Square Test result (table 93)
Pearson Chi-Square Value = 10.253
Asymptotic significance (p-value) = 0.0683*
Fisher's Exact test (p-value) = 0.0756*
[*Significant at 10 % level]

From the Chi-square test result, it is observed that p-value is 0.0683 (chi-square = 10.253) which is lesser than the significant alpha level of 0.10 (at 90% confidence level). Hence, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. In essence, there is a statistical evidence to conclude that the higher qualified respondents are using iPhone (irrespective of frequency of usage) as compared to the lesser qualified respondents. Thus, it could be said that iPhone as a new media has been used only with the higher qualified politicians rather that the lesser qualified. On the other hand, only 35 respondents of the 125 respondents own iPhone which evidently shows that usage of iPhone is very less.

Use of Types of New Media

E-mail

- Among the respondents, 77% had e-mail account. While 13% did not have e-mail account, the rest 10% included those who could not recall and those who could not specify the address (e-mail ID).

- Interestingly, 92% of the respondents said they responded to e-mails they received, while 8% said they did not respond.

Using e-mail to respond to public issues

H_0 = There is no association between Educational qualification and using e-mail to respond to public issues.

H_1 = There is an association between Educational qualification and using e-mail to respond to public issues.
   (i.e., to test the hypothesis that Higher the educational qualification, better is the response to public issues through e-mail)

Table 95: Association between levels of education and using e-mail to take up public issues

Qualification	Responses through e-mail		Total
	No	Yes	
School Dropout	0 (0.0)	2 (100.0)	2 (100.0)
SSLC	0 (0.0)	11 (100.0)	11 (100.0)

PUC	0 (0.0)	1 (100.0)	1 (100.0)
Diploma	0 (0.0)	6 (100.0)	6 (100.0)
Graduate	5 (7.8)	59 (92.2)	64 (100.0)
Post-Graduate	4 (16.7)	20 (83.3)	24 (100.0)
Total	9	99	108

[Percentages are represented in parenthesis]

An attempt was made to run the Chi square to test the above stated hypothesis. However, it emerges that more than 20% of the cells in the above table are zeros. That is, out the 12 cells, 4 cells are having zeros. According to the theory, it is not advisable to apply Chi-square test in such cases.

Moreover, with regard to the question of responding to e-mails on public issues, it clearly emerges from the above table that the better qualified respondents are responding the query/issues raised by the people through e-mail. Nonetheless, it must the noted that most of the queries through e-mails are handled by their respective secretaries. Hence, it cannot be concluded that the lesser educated politicians are unable to respond through e-mails.

Internet

- As much as 94% of the respondents had Internet connection at home and at office, while 6% of them did not have the facility at their residence.

- As much as 80 % of the respondents said Karnataka government had not funded their Internet connection at their residence. However, 9% said that their bills were footed by the government, while 11% said the Internet bill was being cleared by the Central government.

- As much as 68% of the respondents were using the Internet at office on a daily basis. Among the MLAs, 75% were using the Internet daily; among the MLCs, 76% were using; among the Corporators, 65%; among the MPs (LS), 78% were using the Internet at office daily. On an average, the rest 25% of the respondents who belonged to different types of democratic institutions were found using the Internet in a span of once in two days to weekly once.

- It was observed that irrespective of the nature of membership, the duration of time spent was less than 30 minutes by a majority of the respondents.

- On surfing the Internet, 38% of the respondents, despite having the Internet facility, were not surfing.
- In the above context, a hypothesis was drawn to know whether with the increase in duration of using the Internet, the downloading of information also increases. The statistical analysis showed that there was a significant and positive correlation between the time spent on the Internet and the volume of information downloaded.

- As much as 34% of those politicians who had the Internet facility surfed the Internet daily between 15 and 30 minutes. The next highest users (25%) were those surfing occasionally and 22% were surfing with the help of others. The data showed that a majority of the politicians hardly spent any time surfing the Internet. The maximum time they spent was less than 15 to 30 minutes.

- Among those surfing the Internet, 74% said they were surfing for the past two years.

- When it comes to the purposes for which the surfing was done, the topmost priority was collecting 'Information' (96% of the total respondents). The medium priority (77%) was for 'Surfing News' and the low priority (19%) was attached to 'Surfing for entertainment' information.

- On specific purposes of surfing the Internet, 16 types of utility were provided with a provision to choose more than one utility. Accordingly, all the respondents were found to be using it for e-mail purpose. As much as 73% used it for 'Collecting information for debates/discussions in meetings'; for 'Getting news online' (60%); for 'Educating their constituency people' (40%) and for 'Speech writing' (29%). The respondents were found using the Internet for the following personal use– Ticket Booking (30%); To Do Business (29%); for Paying Bills (27%); To Chat (7%); To Download Music (3%); and for Collecting Information Regarding Entertainment Field (3%).

H_0 = There is no association between Educational qualification and surfing of the Internet.

H_1 = There is an association between Educational qualification and usage of the Internet. *(i.e., to test the hypothesis that Higher the educational qualification, greater (in terms of frequency) the usage of the Internet)*

Table 94: Association between levels of education and surfing of the Internet

Qualification	Usage* of the Internet		Total
	No	Yes	
School Dropout	0 (0.0)	2 (100.0)	2 (100.0)
SSLC	5 (31.2)	11 (68.8)	16 (100.0)
PUC	1 (50.0)	1 (50.0)	2 (100.0)
Diploma	0 (0.0)	6 (100.0)	6 (100.0)
Graduate	8 (12.1)	58 (87.9)	66 (100.0)
Post-Graduate	3 (12.0)	22 (88.0)	25 (100.0)
Total	17	100	117

* Frequency of using the Internet. [Percentages are represented in parenthesis]

[Note: Here "No" means those who are having the Internet but not at all using. On the other, if the respondent using the Internet regularly and rarely (frequency of usage), it is considered that he/she is using laptop and taken under "Yes"].

Chi-Square Test result (table 94)
Pearson Chi-Square Value = 7.425
Asymptotic significance (p-value) = 0.1909

Fisher's Exact test (p-value) = 0.2018

From the Chi-square test result, it is observed that p-value is 0.1909 (chi-square value=7.425) which is greater than the significant alpha level of 0.05 (at 95% confidence level). Hence, the null hypothesis (H_0) is accepted while rejecting the alternative hypothesis ((H_1). In essence, there is no statistical evidence to conclude that higher qualified respondents are using the Internet (irrespective of frequency of usage) as compared to lesser qualified respondents. As evident, 68.8% of those respondents who have studied only up to SSLC are using iPad. Yet, it could be drawn that the percentage of usage of the Internet is higher with the higher qualification of the respondents. Thus, it could say that the Internet as a new media is used by the politicians irrespective of their level of qualification.

Social Media Membership

- In all, 11 social media sites were given as options for the respondent politicians to indicate whether they were members. They had the option to indicate more than one site. Accordingly, 51% of the respondents were members of Facebook, 16% were members of YouTube and 13% were on Twitter. Hardly 4% of the respondents were the members of Google Circle. For the rest of lesser known social media sites like Tumblr, Reddit, Orkut, Wayn, Hi5 and MySpace, there were no members.

- When it came to awareness of the Internet-based platforms of communication and social media sites, the respondents were given five choices to indicate their responses. They had the option of choosing more than one. That included – Skype, ChatOn, Internet Chatting, WhatsApp and GoogleTalk+. Accordingly, 61% said they were not aware of any of the above communication platforms. As much as 32% of the total respondents were found to be aware of WhatsApp and an equal number of the respondents were aware of Internet Chatting. As much as 22% were aware of Skype and 14% of ChatsOn, followed by 13% of the respondents being aware of GoogleTalk+.

Facebook & Twitter

- Going by the nature of membership of the respondents, among the MLAs, 68% said that they were active on Facebook. Among the MLCs– 67%; among the MP (LS) -80%; among the Corporators– 93%; and the Seasoned Politicians– 50% were active on Facebook. The young respondents (36-45 years) were active on Facebook. This was followed by those belonging to the age group of 46-55 years.

- Among the graduates, 71 % said they were active on Facebook; among the post-graduates, 63%; and among those who had completed SSLC, 67% said they were active on Facebook.

- Among those who were active Twitterites all the MLCs, MPs (LS) and Corporators and Seasoned Politicians said they were active users. But among the MLAs, 60% were active on Twitter.

- Going by the age group, it was those who belonged to the age group of 25 - 45 years who said they were active on Twitter. Among the graduates, 71% were active on Twitter; among the post-graduates – 60%; and SSLC pass – 50%.

- It emerged that Facebook and Twitter were not extensively (only 14% of the total respondents) used by the politicians for giving out information on government welfare and development activities for the public.

- As much as 38% of the respondent politicians were aware of blogs, while 62% were unaware of blogs.

- Among those who were aware of blogs, 92% were not bloggers. Hardly 8% of the respondents were found blogging, though not regularly.

New Media Effects

E-mail/blogs/website/mobile phone

- As much as 55% of the respondents were making their secretaries to reply to the e-mail they received, while hardly 6% were personally replying. And, 31% of the respondents were taking secretaries' help to reply.

- As much as 50% of the respondents were found not communicating on public issues with government departments over e-mail.

- On the reason for not using the e-mail facility for public purposes, the respondents were asked to indicate the reason(s). They could give more than one answer from the five reasons listed. Accordingly, 58% of the respondents stated that their 'Belief in Conventional Way of Communication' was the main reason for not using e-mail facility for the public purposes. Another 50% found that e-mail 'Did Not Help in Communicating' with government departments. As much as 19% were 'Unfamiliar with the Technology' and for 9% of the politicians, it was the 'Language Barrier' which posed a problem to not being able to communicate with government departments. Here the language means English.

- As much as 82% of the respondents said English language did not pose them a challenge to them in using e-mail and social media networks.

- The respondents having their personal websites were not many, as 74% of them were found not having them. And, 26% had their personal websites. As much as 58% were found not checking websites of government, while the rest 42% were checking websites.

- As much as 73% of the respondent politicians were not checking websites of political parties and politicians, while the rest 35% of the respondents were checking.

- Regarding the opinion on e-governance, multiple choices were given to express their opinion. Accordingly, 85% of the respondents were found to be of the view that e-governance Benefits the Public, It Improves Administration (82%), Public Not Aware of It (42%), Not Helping Publi*c* (6%) and those who had No Opinion (2%).

- Among those who were surfing the Internet, 66% were downloading information on public issues and the rest (34%) were not downloading.

- Regarding the help obtained from the use of new media, the respondents were given a list of ten kinds of usefulness. They could choose more than one option. Accordingly, 84% of the total respondents said the use of new media had helped them. The new media included e-mail, blog, social media tools, etc., for their 'Routine office work.' A majority (84%) of the respondents said they were taking the help of new media for their 'Routine office work.'

- Among the MLAs, 67% were taking the help of new media for their routine work. Among the MLCs, - 96%, MPs (LS) – 90%, the Corporators– 76% and Seasoned Politicians– 80% were using it for routine work.

- In terms of releasing press notes using new media, among the MLAs, 23% said they were releasing press notes via new media. Among the MLCs, 36%; among the MPs (LS) – 60%; among the Corporators– 20%; and among the Seasoned Politicians– 36% were releasing press notes with the help of new media.

- Among the age group, 17 % of the respondents who belonged to the age group of 22-35 years said they were 'Releasing press notes' through new media platforms. And, 27% of the respondents who were in the age group of 36–45 years, were using new media for press notes, and 38% belonged in the age group of 46-55 years and 31% in the age group of 56-65 years who were found releasing press notes via new media.

- The respondents were found using new media the least (1%) during 'Political Crisis.'
- For 58% of the total respondents, new media served as an 'Easy Mode of Communication'; for 54%, it was a 'Quick Way of Getting Connected with People' and for 48% it was a 'Mode to Express Their Views.'

- For 34% of the total respondents, new media usage was for 'Election Campaign'; for 33%, it was for 'Releasing Press Notes to Media Houses' and for 'Uploading Video Clippings/Photos' of their public functions. For 29%, it was for 'Clarifying Media Reports' and hardly 4% were using new media during 'Political Crisis.'

- The Seasoned Politicians were the highest among those who found that new media had helped them in 'Clarifying Media Reports' (44%), for 'Election Campaign' (44%) and to 'Express Their Opinion' (60%).

- Among the MLAs, 49% said new media had helped them in 'Easy Communication,' 66% said it had helped them in "Routine Work" and 26 % - during 'Election Campaign.' Among the MLCs, 54% said new media had

helped them in 'Easy Communication,' 96% - for 'Routine Work'; 15% – for 'Election Campaign.' Among the Corporators, 52% said it had helped them in 'Easy Communication,' 76% - 'Routine Work' and 28% - for 'Election Campaign.' Among the MPs (LS), 80% said new media had helped them in 'Easy Communication,' 90% - for 'Routine Work' and 50% - during 'Election Campaign.'

- When it came to uploading video clippings, it was the MLAs (33%) and the MPs-LS (50%) who were the highest among the respondents. The rest were not found to be eager to upload their videos.

- As much as 91% of the politicians were using mobile phone to listen to public grievances and to speak to officials.

- As much as 85% of the politicians were using mobile phone to get feedback on public importance from people.

- Among the users of mobile phone, 66% used it to reach out to the media houses.
- Among the mobile phone users, 21% of them were using mobile phone for election campaign purpose.

- Hardly one respondent (0.8%) was using mobile phone for recording public grievances.

- Only 8% of the respondents were utilizing mobile phone for all the above mentioned public-related activities.

- Cumulatively, about 67 % of the politicians were making between 50 and 100 calls a day, indicating that they were making good use of the communication gadget.

- In the above context, a hypothesis was drawn to know whether there exists any significant difference in the average number of calls made per day across the nature of membership of democratic institutions. The statistical analysis showed that there exists a difference in the average number of phone calls made per day across the various types of membership. It was the MLAs who were making more number of calls.

H_8: There is no significant in Average number of calls made per day across the types of membership of politicians on democratic institutions (i.e., between the Corportors and MLCs, MLAs & MLCs, MLAs & MPs so on).

It is seen from the one-way ANOVA result (Table – 111), that there is a significant (statistically) difference in overall mean number of calls made per day [$F_{(3,121)}$ = 3.021, p=0.032, p<0.05] among the four types of membership of the politicians. Hence, the null hypothesis is rejected and the alternative hypothesis is accepted. In other words, mean number of calls made per day differ significantly between the each pair of politicians.

One way ANOVA result

Table 111: One-way ANOVA between types of membership of the politicians and average number of calls made per day

	Sum of Squares	df	Mean Square	F	p-value
Between Groups	17421.531	3	5807.177	3.021	0.032*
Within Groups	232628.469	121	1922.549		
Total	250050.000	124			

* Significant at 5 % level

Table 111a: The Scheffe's post-hoc test result between pair of types of membership of the politicians for Average number of calls made per day

Number of SMS sent				
Types of membership of politician	Category of politician	Mean Difference	Std Error	p-value
MLA	MP-LS	28.55	10.20	0.055*

* Significant at 10 % level

Table 111b: Descriptive statistics

	N	Mean
MLA	39	85.0
MLC	26	63.0
MP-LS*	35	36.0
Corporator-BBMP	25	45.0
Total	125	44.0

The average number of calls made per day among the pairs of the four categories of types of membership of the respondents is checked by using post-hoc tests. Accordingly, the Scheffe's post-hoc test is used in such situation and the result is depicted in Table –111 (a). From the Scheffe's test result seen in Table – 111 (a), it is seen that there is a significant (statistically) difference in mean number of calls made per day between the MLA and the MP-LS.

The positive sign in the mean difference (see table 111a) indicate that MLAs have a slight edge over their counterpart namely the MP-LS in terms of responding to people using new media technology. This is supported by descriptive statistics provided in Table 111b.

- Cumulatively about 66% of the politicians were receiving calls in the range of 50 to 100.

- All the respondents (except the ones who did not have) had shared their phone number with the public.

- As much 51% of the politicians disclosed that they were not sending SMSes (text messages) at all.

- As much as 40% of them were sending SMSes in the range of 25 to 50 numbers a day, followed by 4% stating that they send anywhere between 51 to 100.

- As much as 36% of the respondents said that they did not read messages they received and hence they were not keeping count of the messages.

- Among the mobile phone users, 26% said they received less than 25 messages a day, while 18% said that they received 25 to 50 messages.

- As much as 90% of the respondent politicians were not using their mobile phone to supplement their presentation/participation in meetings and discussions. Among those 10% who were supplementing their contribution to meetings/discussion using mobile phone, the MPs (LS) and the Corporators constituted the highest percentage.

- Those who were using mobile phone to supplement their presentations, the highest number fell in the age bracket of 36-45 years. Among them, the graduates were the highest to use mobile phone.

- A majority– about 71% of the politicians among the 105 respondents who had laptop were not using the device for public duties.

- Among those who were operating laptop on their own for public duties, 86% of the Corporators were using the device on their own while attending to public duties. Among the MLCs – 80%; among the MLAs – 78%; and among the MPs (LS) – 60%.

- The respondents in the age group of 36-45 years were the highest (100%) to operate laptop personally for public duties. The post-graduate respondents who were highest (75%) to operate laptop personally while attending to public duties, followed by those who were graduates.

- When it comes to personally operating laptop while attending to public duties, 33% of them were not operating it on their own. This also implied that it was their secretaries who were operating laptop for them.

- Among the MLAs, 49% of them were carrying iPads while attending public duties. Among the MLCs, it was 80%; among the Corporators – 86%; and among the MPs (LS) – 60% were carrying iPad while attending to public duties. Among the age group, those respondents who were in age group of 36-45 years were the highest (53%) to carry iPad while attending to public duties. Going by education qualification, the post-graduates were the highest to carry iPad (50%).

- Among the MLAs, 78% were operating iPad on their own while attending to public duties. Among the MLCs– 80%; among the Corporators– 86%; and among the MPs (LS) – 60%. Among the graduate respondents, 74% of them said they were operating iPad on their own while attending to public duties.

Among the post-graduates, it was 64%; and among those who had completed SSLC, all said they were operating iPad on their own.

- Of the 4 MPs (LS) who had received iPad from the Central government, only two were using it for public duties.

- As much as 78% of the respondent politicians were not reading newspaper online and 22% were reading newspaper online. Going by the nature of membership of the respondents, 28% of the total MLAs were reading newspaper online. Among the MLCs, it was 19%, among the MPs (LS) – 44%, among the Corporators– 16% and among the Seasoned Politicians– 20% were reading newspaper online.

- As much as 89% of the respondents were not watching television programmes online and 11% of them were watching online. Considering the nature of membership of the respondents, 10% of the total MLAs were watching television programmes online. Among the MLCs, it was 8%; among the MPs (LS), 22%; among the Corporators- 12% and among the Seasoned Politicians – 12%.

- The respondent politicians could indicate their responses on usage of laptop under five types of utilities. Accordingly, nearly half (48.6%) of the respondents were using laptop for accessing the Internet alone and another 25.7% to download information. Hardly 8.57% of them were using the device for sharing 'Information in Meetings' and 19% used it for 'Making Presentation in Meetings.' Nearly 43% of the politicians who possessed laptop were yet to maximise it as a supportive device for public-related activities.

- As much as 58% of the respondents' family members were using various types of media devices some of which are new, while some are not so new. As much as 34% of the respondents' family members used computer (34%), laptop (27%), iPad (17%) and iPhone (0.8%) and those who were found not using any of the devices were 2%.

- With respect YouTube, 82% of the respondents were aware of YouTube. However, only 30% of them were accessing YouTube occasionally, while 70% were not at all accessing it. Among those who were using YouTube, 81% of the respondents were uploading videos of their public functions. However, 92% of them were uploading only once a month.

- Among those who had Facebook account, 66% were found to be not active on the site.

- Though Twitter account holders were lesser compared to Facebook members, 63% of them were active on their Twitter account.

- To find the nature of participation of the respondents on Facebook and Twitter, five multiple choices were given. Accordingly, the most chosen nature of participation on Facebook was to 'Post Views/Issues' (69%). This was followed by activity of 'Sharing Photos' (58%), 'Giving Comments' (52%), 'Posting Views on Government Programs for the benefit of public' (27%) and 'Initiating Debates' (14%).

- In the context of the nature of participation (i.e., sharing of photos, posting views/photos, giving comments, posting government programmes and initiating debates) on social media site Facebook by education level, a hypothesis was drawn to know whether the nature of participation on Facebook was independent of education level. The analysis found that there was no statistical evidence to conclude that the nature of participation on Facebook was dependent on education level. As a support of evidence, the data showed the percentage of nature of activities on Facebook by the lesser qualified (SSLC pass) politicians were similar in proportion to those who were graduates and post-graduates.
  The statistical analysis showed that there was no evidence to conclude that nature of participation on Facebook increases with the nature of membership of the democratic institutions. As a support of evidence, the data showed that the percentage of the members of lower level of democratic institutions was same as that of the members of higher democratic institutions.

The statistical analysis showed that there was no evidence to conclude that the nature of participation on Facebook was dependent on the age group. As a support of evidence, the data showed that percentage of respondents uploading different nature of activities by the lesser age group (25-45 years) was in the same proportion to those who were in the higher age group (46-55 years).

H_1 = There is an association between age group and nature of participation on Facebook.

(i.e., to test the hypothesis that Higher the age group, better participation (in terms of importance to public issues) on Facebook).

Table 102: Association between the age group and nature of participation on Facebook.

Age group	Nature of participation* on Facebook					Total responses**
	Sharing photos	Posting views/photos	Giving comments	Posting govt programmes	Initiating debate	
25 – 35	6 (35.3)	5 (29.4)	6 (35.3)	0 (0.0)	0 (0.0)	17 (100.0)
36 – 45	13 (33.3)	8 (25.9)	10 (29.6)	7 (9.3)	4 (1.9)	42 (100.0)
46 – 55	18 (28.0)	14 (24.0)	16 (20.0)	5 (16.0)	1 (12.0)	54 (100.0)
55 – 65	7 (28.0)	6 (24.0)	5 (20.0)	4 (16.0)	3 (12.0)	25 (100.0)
65 and above	1 (20.0)	1 (20.0)	1 (20.0)	1 (20.0)	1 (20.0)	5 (100.0)
Total	45	34	38	17	9	143

* Nature of participation is given in order of importance.   [Percentages are in parenthesis]
** Responses are considered instead of Respondents.

Chi-Square Test result (table 102)
Pearson Chi-Square Value = 12.508

Asymptotic significance (p-value) = 0.7083

From the Chi-square test result, it is observed that p-value is 0.708 (Chi-square value=12.508) which is greater than the significant alpha level of 0.05 (at 95% confidence level). Hence, the null hypothesis (H_1) is accepted and the alternative hypothesis (H_1) is rejected. In essence, there is no statistical evidence to conclude that higher age group respondents are active on Facebook in posting government various programmes and also initiating more public debate compared to the lesser qualified respondents or vice versa. On the contrary, as evident from the above table that higher percentage of the lesser age group are restricting their participation with sharing photos, posting view and giving comments.

a.   Twitter

H_0 = There is no association between age group and nature of participation on Twitter.

H_1 = There is an association between age group and nature of participation on Twitter.

(i.e., to test the hypothesis that Higher the age group, better participation (in terms of importance to public issues) on twitter) or vice versa.

Table 103: Association between age group and *nature of participation on Twitter.*

Age group	Nature of participation* on Twitter				Total responses**
	Sharing photos	Posting views/ photos	Giving comments	Posting govt programmes	
25 – 35	1	1	1	0	3
36 – 45	1	1	1	0	3
46 – 55	4	6	6	0	16
55 – 65	1	1	1	0	3
65 and above	0	1	1	1	3
Total	7	10	10	1	28

* Nature of participation is given in order of importance.   [Percentages are in parenthesis]
** Responses are considered instead of Respondents.

An attempt was made to run the chi square to test the above stated hypothesis. However, it emerges that more than 25% of the cells in the above table are zeros. That is, out 20 cells, 5 cells are having zeros. According to the theory, it is not advisable to apply Chi-square test in such cases. However, it is clearly evident from the above contingency table that firstly there is very lesser percentage of twitter users in the study. Secondly, across the age group, it is observed that respondents less than 45 years are mostly using twitter to share photos, posting views/photos and giving

comments. Uploading the government programmes as well as debate initiating is not seen across the age group.

- When it comes to nature of participation on Twitter, the most frequent activity was 'Giving Comments' (63%), followed by 'Sharing of Photos' (44%) and 'Posting Information on Government Programmes' (6%).

- In context of the nature of participation (i.e., sharing of photos, posting views/photos, giving comments, posting government programmes and initiating debates) on Twitter by education level, a hypothesis was drawn to know whether the nature of participation on Twitter was independent of education level. The analysis found that there was no statistical evidence to conclude that the nature of participation of various activities on Twitter was dependent on education level. As a support of evidence, the data showed the percentage of politicians uploading different activities on Twitter by the lesser qualified (SSLC pass) was similar in proportion to those who were graduates and post-graduates.

  The statistical analysis showed that there was no evidence to conclude that nature of participation on Twitter increases with the nature of membership. As a support of evidence, the data showed that the percentage of participation of the politicians on the nature of activities on Twitter of members of lower level of democratic institutions was the same as that of the members of higher institutions.

- Among those who were active on Facebook and Twitter, only 27% of the respondents were checking comments posted by State/National/International politicians.

- When it came to taking online help by the respondents for promoting political parties, 82% of them were found 'Not Taking Help,' while the rest 18% had 'Taken Assistance.' Among the MLAs, 15% said they had taken online help to 'Promote Party.' Among the MLCs– 8%; among the MPs (LS) – 44%; among the Corporators– 20%; and among the Seasoned Politicians– 20% said they had taken online help to 'Promote their political parties.'

- When it came to taking online help to promote department programmes, only 14% of the respondents said they had taken online help. Among the MLAs, 22% said they had taken online help to 'Promote department programmes.' Among the MLCs – 8% among the MPs (LS)–22%; among the Corporators– 8%; and among the Seasoned Politicians–5% had used online assistance to 'Promote department programmes.'

- When it came to taking online help to 'Promote political career,' 40% of the total respondents said they had taken help. Among the MLAs, 33% of them said they had used online for 'Promoting their career.' Among the MLCs–27%; among the MPs (LS) – 67%; among the Corporators– 36%; and among the Seasoned Politicians– 50% had taken online help for 'Promoting their career.'

- The MLAs were the highest among the members of democratic institutions to take online help to 'Promote their political career.' To a certain extent the MPs (LS) had taken help, but they were next only to the MLAs.

- Among the respondents, only the MLAs (39 in number) and the MLCs (26) were imparted training to use new media and electronic devices by the Karnataka Government. Of these, 77% (50 respondents) were found attending the training session to use new media and 17% had not attended and the remaining 6% could not recollect whether they had attended or not.

- As much as 91% of the respondents had recommended that politicians should use new media. Those who were not in favour of it were 2% and those who had no opinion were 6%. In general, the opinion was in favour of usage of new media by politicians.

- The respondents, who were found using online media including social media sites, were found using it for self-promotion by posting photographs of them and their public programmes.

- The political parties were just using their websites as a billboard to advertise or talk about the activities and to promote state/national level leaders of the parties.

- The respondents were not equally enthusiastic to use the Internet-based media for publicity or to keep in touch with constituents on the grounds that the Internet was not available for everyone and everywhere.

- Most of the content on the digital platforms of the respondents and the political parties was not useful for the public.

- The content on social media sites and websites mostly were in English and were monologues.

- The political party websites were not interactive.

- The respondents, by and large, were not engaging people with either political debate, discourse or conversation.

- The respondents and political parties were found to be shy or unenthusiastic to raise and debate-sensitive issues though debates could be held without disturbing the peace of society or hurting the sentiments of anyone.

- The respondents, who otherwise do not use online media, were found trying to use online platforms when they contested elections.

- The respondents and political parties were not found using digital forums for abusing their opponents though they mock at each other.

- All the major political parties in Karnataka were having websites and some of them had presence on social media sites too.

- More than the political parties, it was individual politicians who were found active often on social media sites.

- The websites of the parties and the respondents lacked transparency and also not paying attention to give a professional touch to the designing aspect.

In terms of the impact of new media on the respondents, it was found that there

was considerable impact in terms of usage of devices that helps in accessing

new media and also awareness regarding popular social media networking sites. However, the usage as well as awareness is not very extensive and also the purpose for which they were used is limited. And the usage was found to be independent of their age, education and nature of membership of the democratic institutions. For example, with respect to using laptop, the data showed that about 73% of those respondents who had completed 10th standard were also using laptop though the percentage of its usage was higher among those who had higher qualification. As a device, laptop had made an impact in terms of usage irrespective of the qualification. The same holds good for the usage of iPad wherein 58% of the respondents among those who had completed 10th standard found using this electronic device. The usage of iPad was found to be same among the Corporators and MLCs as compared to the MPs. With statistical evidence, it was established that the usage of the devices to help in accessing new media was effective across the respondents irrespective of their nature of membership. This does not imply that the usage was for the maximum extent for the good of the public. Devices like laptop and iPad were found to be more used for mailing purpose and accessing information.

But the usage of the devices by the respondents for attending to public duties was found to be limited. Even those operating the devices on their own were very limited. The impact of the usage of the devices would be more if the respondents themselves operate them. However, the usage was found to be independent of the nature of membership. But this argument did not hold good while assessing the usage of iPhone. Firstly, the usage itself was limited with hardly 28% of the respondents found having an iPhone. Secondly, the statistical analysis showed that the usage was more among those who had higher education. Thirdly, among the limited number of users, it was the younger politicians who were found using iPhone more than the others.

When it comes to surfing the Internet from the utility point of view, 80% of the respondents were found to be surfing the Internet. The main purpose of surfing was to send e-mail for routine office work, extract information, followed by searching for news and then for entertainment purpose. Indeed, the Internet was found to be having a good impact though the purpose for which it was used was limited.

Coming to the usage of popular social media networking sites like Facebook, there was no statistical evidence to conclude that the higher educated respondents were making better usage of the sites than the lesser qualified for the public purpose. On the contrary, it was found that among those who were better qualified, a majority (75%) of them had restricted their usage for sharing photos, posting views and making comments. But for the question whether social media sites like Facebook had made an impact on the respondents in terms of usage, the result was not very impressive. A good number of the respondents had their presence on social media sites but the activities were for limited purpose. The politicians were found to be still continuing to have their debates/discussions in traditional media such as television rather than doing it online or giving equal primacy to both the media. Such mindset was seen across all the types of members irrespective of their age, qualification and nature of the membership on the democratic institutions.

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